

Message Text

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EUR/NE -JJCROWLEY, JR

EUR; JLOWENSTEIN

EUR/WE - EJBEIGEL

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FM SECSTATE WASHDC

TO AMCONSUL AMSTERDAM

AMCONSUL ANTWERP

USMISSION BERLIN

AMEMBASSY BONN

AMCONSUL BREMEN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

USMISSION GENEVA

AMEMBASSY THE HAGUE

AMCONSUL HAMBURG

AMEMBASSY HELSINKI

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMCONSUL LYON

AMCONSUL MUNICH

AMEMBASSY OSLO

AMEMBASSY REYKJAVIK

AMCONSUL ROTTERDAM

AMEMBASSY STOCKHOLM

AMCONSUL STUTTGART

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AMEMBASSY PARIS

USMISSION EC BRUSSELS
USMISSION OECD PARIS
INFO AMCONSUL BORDEAUX
AMCONSUL MARSEILLE
AMCONSUL NICE
AMCONSUL STRASBOURG

UNCLAS STATE 209417

E.O. 11652: N/A

TAGS: BCON

SUBJECT: COMMERCIAL OFFICERS CONFERENCE

1. SUMMARY. STATE AND COMMERCE PLANNING EUROPEAN REGIONAL COMMERCIAL OFFICERS CONFERENCES IN OCTOBER. POST INVITED TO SEND OFFICERS LISTED IN PARA 4 BELOW, WITH EXPENSES SHARED EQUALLY BY STATE AND COMMERCE. POST SUGGESTIONS FOR AGENDA REQUESTED. END SUMMARY.

2. COMMERCE AND STATE ARE PREPARING PLANS FOR NORTHERN AND SOUTHERN TIER EUR CONFERENCES IN LATTER HALF OCTOBER. NORTHERN TIER CONFERENCE WILL BE HELD PARIS OCTOBER 23-25, WITH RECEPTION FOR CONFERENCE PARTICIPANTS HOSTED BY EMBASSY EVENING OCTOBER 22. CONFERENCE CO-CHAIRMAN WILL BE COMMERCE DEPUTY ASSISTANT SECRETARY CHARLES HOSTLER AND STATE DEPUTY ASSISTANT SECRETARY JOEL BILLER. CONFERENCE WILL BE TITLED "EUR COMMERCIAL OFFICERS CONFERENCE ON EXPORT MARKETING MANAGEMENT."

3. CONFERENCE WILL EMPHASIZE PROGRAM MANAGEMENT BY OBJECTIVE AND WILL CONCENTRATE ON EXPORT MARKETING ASPECTS OF COMMERCIAL OFFICER'S ROLE. PRESENTATIONS BY WASHINGTON AND FIELD PARTICIPANTS WILL BE SHORT IN ORDER EMPHASIZE DISCUSSION AND DIALOGUE. TOPICS FOR DISCUSSION WILL INCLUDE SOME AREAS OF BROAD OVERVIEW BUT WILL GENERALLY FOCUS ON PROGRAM

EXECUTION. TENTATIVE AGENDA INCLUDES SESSIONS COVERING COUNTRY COMMERCIAL PROGRAM, E/C SECTION ORGANIZATION, TECHNIQUES FOR EFFECTIVE USE OFFICER TIME. POSTS' SUGGESTIONS FOR DISCUSSION TOPICS WOULD BE WELCOME, BUT SHOULD UNCLASSIFIED

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BE CABLED WITHIN FIVE WORKING DAYS FOR INCORPORATION FINAL AGENDA. OFFICERS SELECTED FOR PANEL DISCUSSIONS WILL RECEIVE INSTRUCTIONS SEPTTEL.

4. STATE AND COMMERCE WILL SHARE CONFERENCE EXPENSES. WE ARE ABLE INVITE HIGHEST RANKING ECONOMIC/COMMERCIAL OFFICER, HIGHEST RANKING COMMERCIAL OFFICER, AND COMMERCIAL ATTACHE OF EMBASSIES IN MOST COMMERCIAL SIGNIFICANT

MARKETS. FOR CONSULATES WE ARE INVITING HIGHEST RANKING OFFICER DIRECTLY RESPONSIBLE FOR COMMERCIAL AFFAIRS. TRADE CENTER DIRECTORS ALSO INCLUDED. FOR SOME POSTS WE HAVE SPLIT INVITATIONS BETWEEN PARIS AND ROME CONFERENCES TO BALANCE NUMBER OF OFFICERS EACH CONFERENCE.

5. INVITED OFFICERS BY PARTICIPATING POSTS DESIGNATED AS FOLLOWS: BRUSSELS: PHILLIPS, JOHNSTON, FAGAN. ANTWERP: SARGENT. COPENHAGEN: KEMP. HELSINKI: HUGHES, HOLBROOK. BONN: CROWLEY, HARRIS. BERLIN: BLOCH. BREMEN: WESTON. DUSSELDORF: LANDERS. FRANKFURT: BECKER, OLSEN. HAMBURG: REYNDEERS. MUNICH: SHUGART. STUTTGART: CARLSON. DUBLIN: BAAS. LUXEMBOURG: LAVOREL. THE HAGUE: DUNN. AMSTERDAM: JELLEY. ROTTERDAM: FENZI. OSLO: GRIFFITH, OLSON. STOCKHOLM: HIRABAYASHI, KIRBY, KACHMAR. LONDON: MILLER, ANDREWS, NORRIS. LYON: HARRINGTON. PARIS: PETROW, BLODGETT, VERSCHUUR, PLAISTED, MOORHOUSE PLUS OTHERS EMBASSY MAY WISH TO DESIGNATE.

6. FOR GENEVA, OECD PARIS AND USEC BRUSSELS: PLEASE DESIGNATE OFFICER TO ATTEND BOTH PARIS CONFERENCE AND SOUTHERN TIER CONFERENCE IN ROME OCTOBER 16-18. (ROME INVITATION SEPTTEL) DESIGNEE WILL BE ASKED ADDRESS IMPACT HIS ORGANIZATION'S RECENT ACTIVITIES ON U.S. EXPORT MARKETING, INCLUDING EFFECT ON SPECIFIC INDUSTRY AND COMMODITY AREAS. DISCUSSION THIS SUBJECT TENTATIVELY PLANNED FOR SECOND AFTERNOON OF BOTH CONFERENCES.

- THE HAGUE, BONN, BRUSSELS AND PARIS: AS

7. FOR LONDON, THE HAGUE, BONN, BRUSSELS AND PARIS: AS EXPERIMENT WE ARE INVITING YOU TO SEND ONE LOCAL EMPLOYEE FROM POST OR A CONSTITUENT POST BEST ABLE TO CONTRIBUTE TO DISCUSSION ABOVE AND SIMILAR TOPICS. PLEASE ADVISE EMPLOYEE YOU WISH TO DESIGNATE.

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8. VIEW FULL SCHEDULING DURING CONFERENCE AND DIFFICULTY ARRANGING HOTEL ACCOMMODATION, CONSIDERED INADVISABLE BRING WIVES.

9. POST REQUESTED TO CABLE OFFICERS ATTENDING, WITH INFO COPY TO PARIS FOR HOTEL ARRANGEMENTS. PLEASE INCLUDE FLIGHT NUMBER AND ETA INFO. UNLESS OTHERWISE INSTRUCTED, PARIS WILL RESERVE SINGLE ROOM IN MODERATELY PRICED HOTEL FOR EACH OFFICER FOR NIGHTS OCTOBER 15 THROUGH 18.

10. POSTS IN FRANCE MAY SEND OTHER OFFICERS AS DESIRED TO EXTENT POST FUNDING AVAILABLE. PARTICIPANTS SHOULD ADVISE PARIS IN ORDER FACILITATE ADMINISTRATIVE ARRANGEMENTS.

11. SEPTELS WILL ADVISE DETAILS OF AGENDA, PANELISTS, AND FISCAL DATA FOR TRAVEL AND PER DIEM EXPENDITURES FOR FIELD PARTICIPANTS. SINCE DEPARTMENT STILL OPERATING ON CONTINUING RESOLUTION WE MUST ADD CAVEAT THAT CONFERENCE DEPENDENT ON AVAILABILITY OF FUNDS. WE DO NOT HOWEVER ANTICIPATE DIFFICULTIES THIS REGARD. INGERSOLL

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